

THE BETTER WAY THE ELECTRIC WAY THE BETTER WAY THE



# PLAIN TALKS

JUNE 1936 . . . VOL. 14 No. 3

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## To PETE McCHESNEY

### founder of Plain Talks - a man with many friends by Tom Walker

Of course, we're all sorry to see Pete McChesney leave. We'll miss him a lot, yet we're glad for him that such a splendid opportunity has opened up for him. (These are the current expressions). Perhaps a man never has left this organization about whom those sentiments could have been expressed more sincerely, and so we say we're sorry, and we're glad, and we wish you luck-goodbye. Then we start to muse back through the years—nineteen for some of us—and we wonder and we ponder . . .

In Nineteen-Seventeen, Pete McChesney came to Gulf States not quite so large, girthly-speaking, but with a world of confidence that he could build electric load. He started out almost single-handed with only a few inefficient, unattractive appliances to persuade reluctant customers that the electric age had arrived. The constant and substantial growth in residential use which this Company has experienced since that time was grounded in those early beginnings; and as more and more persons were needed to carry on the work and the sales department expanded, Pete McChesney was always there firmly steering the course and

from his boundless energy pouring out a constant stream of enthusiasm. The hard-hitting, efficient sales force we have today stands as a monument to his zeal and energy and his influence is certain to be evident for many years to come.

In the field of power for industry, this Company's experience was unique; and Mr. McChesney's hand was there, too. The building of the Neches Power Station coincided with the large expansion of the petroleum industry in Gulf Coast territory. A new station needs new loads and not a little pioneering in the use of electric power in the oil industry was done here under Mr. McChesney's direction. As a result, this Company enjoys a much larger proportion of industrial business than do most electric utilities.

To these efforts can be traced directly the repeated reductions in rates which are only possible when use increases.

Building load is very important to an electric company, and really is the final test of any salesman's efficiency. Pete McChesney, however,

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# • True succeeds C. Leonard . . .

Harold C. Leonard, vice president, Louisiana Division, at Lake Charles, for the past 18 months, left the company on June 1 to become president of the Baton Rouge Electric Company. He is succeeded by John G. True, formerly district manager of the Virginia Electric & Power Company at Suffolk.

Mr. Leonard's promotion comes as one of a series of rapid advancements during his 17 years with Stone & Webster organizations. Graduated from Union College, he began his career with Virginia Electric & Power Company. Before coming to Gulf States Utilities Company in January 1935, he was general superintendent of El Paso Electric Company. Aside from engineering and managerial duties in Louisiana Division, Mr. Leonard took a lively interest in load building activities and was very active in civic affairs. The Leonard family leave a host of friends and well wishers both in and out of the organization.

Mr. True has been a member of the Stone & Webster organization for 14 years, starting with the Lowell Electric Company in Lowell, Mass. From there he went with the Tampa Electric Company in Tampa, Fla., and thence to the New York office as assistant to Mr. Hanlon where he spent three years. His next move was to Suffolk, as district manager of that division of the Virginia Electric & Power Company where he remained almost a year before coming with Gulf States.

Mr. True, with his wife, moved to Lake Charles on June 1 to take up his new duties. Both Mr. and Mrs. True are welcomed by the Gulf States organization.

## Fulton attends engineers' meeting

George Fulton attended a meeting of the American Society of Mechanical Engineers at Dallas, the week of June 15th. Leading engineers from all parts of the United States were at this meeting to exchange ideas and problems of their profession.

Mrs. Fulton and little daughter accompanied Mr. Fulton to Dallas, to visit the Centennial celebrations.

On behalf of his many friends, Plain Talks extends sympathy to Mr. McChesney on the death of his mother which occurred suddenly at her home in New Orleans, on Sunday afternoon, June 21.

## company credit association proving very successful

Four hundred employees, one-half the total number in the company, are now members of the recently formed Gulf States Utilities Employees Federal Credit Union. This means that four hundred employees have started systematically setting aside a portion of their monthly incomes, which when turned over to a group of fellow employees, officers of the credit association, is loaned and re-loaned to members, drawing interest on the savings, and at the same time serving in times of need as a borrowing fund for members.

The fact that these employees have created SAVINGS ACCOUNTS, however little or big, is felt by the sponsors to be the most gratifying result of the organization. The monthly payments are deducted from employees' checks and saving soon becomes a habit.

### INTEREST PAID ON SAVINGS

The loans made by the association bear interest at a rate that is reasonable and yet profitable and all members should realize an income on their savings that is considerably greater than the interest paid on savings in any bank.

### OPPORTUNITY TO BORROW IN TIME OF NEED

In addition to the savings end, these four hundred employees are establishing themselves in the field of credit, and have at their service an organization that is eager to help solve ones' many financial problems. When money is needed for consolidation of bills, education, personal expenses, insurance, taxes, furniture, clothing, to pay notes, medical care, as a member of the credit union, these four hundred employees are eligible to apply for all of the above purposes and many others. Having this privilege, naturally gives these members a better outlook with a feeling of security and independence.

### LOANS ALREADY MADE

During the two months' existence of the association, 104 such aforementioned loans have

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# sales departn. change ma



## L. F. Riegel new sales head GSUCO

Mr. Louis F. Riegel, of the Virginia Electric and Power Company, is appointed general sales manager of Gulf States Utilities Company, effective about July 10, to succeed Mr. P. E. McChesney.

Mr. Riegel, now general sales manager of Virginia Electric and Power Company, has been a member of Stone & Webster organization for the past 24 years, starting in Minneapolis in 1912. In 1913, he was transferred to Middleton, Connecticut, as solicitor, and after two years became solicitor of the Savannah Electric and Power Company. In January, 1918, he was promoted to assistant commercial agent, which

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## P. E. McChesne goes to VEPCo

Plain Talks, which has shed many a figurative tear during its fifteen years of life on the occasion of the transfer of some well known and well liked member of the organization, is up to its ears in a lake of tears this issue. It has said goodbye, good luck to hundreds in its time, but now it has to say those words to the man who brought it into being.

Plain Talks is only one of many contributions P. E. McChesney has made to the general welfare of the organization. The first issue, an unpretentious little folder of four pages, was published under Mister Mac's direction and he has continued as "editor-in-chief." This is the first time he has not been given the opportunity to go over, in advance, all copy before publication. We didn't give him a chance to dot any I's or cross any T's, or modestly tone down any of the fine feelings Mr. Walker expressed so well that repetition here would be like gilding the lily.

During the many years Mister Mac has been a citizen of Beaumont, he, Mrs. McChesney, and Betty Jean, have established scores of friendships inside and outside the company that will endure throughout the years. Mr. McChesney leaves behind an enviable record in club and civic work in the community. He is a member of Rotary, a past president of the Round Table Club, a director of the Y. M. C. A., a vestryman of St. Mark's Episcopal church, a member of the Beaumont Country club. He is a charter member of the Young Men's Business League and a "Key" man of that organization. He has been an active worker in the Chamber of Commerce and Community Chest.

Within the company he was instrumental in establishing the Women's Committee and continued as its sponsor. No employee activity was lacking his complete cooperation and support. A list of these activities would reach from here to there and form an interesting record of what has happened while the company has been growing from an organization with a handful of employees and about 8,000 customers to one employing hundreds and serving 48,000 customers, with kilowatt hour consumption per year per home customer increasing from about 150 to 805.

Our loss is certainly Virginia's gain.

# / record set April-May sales

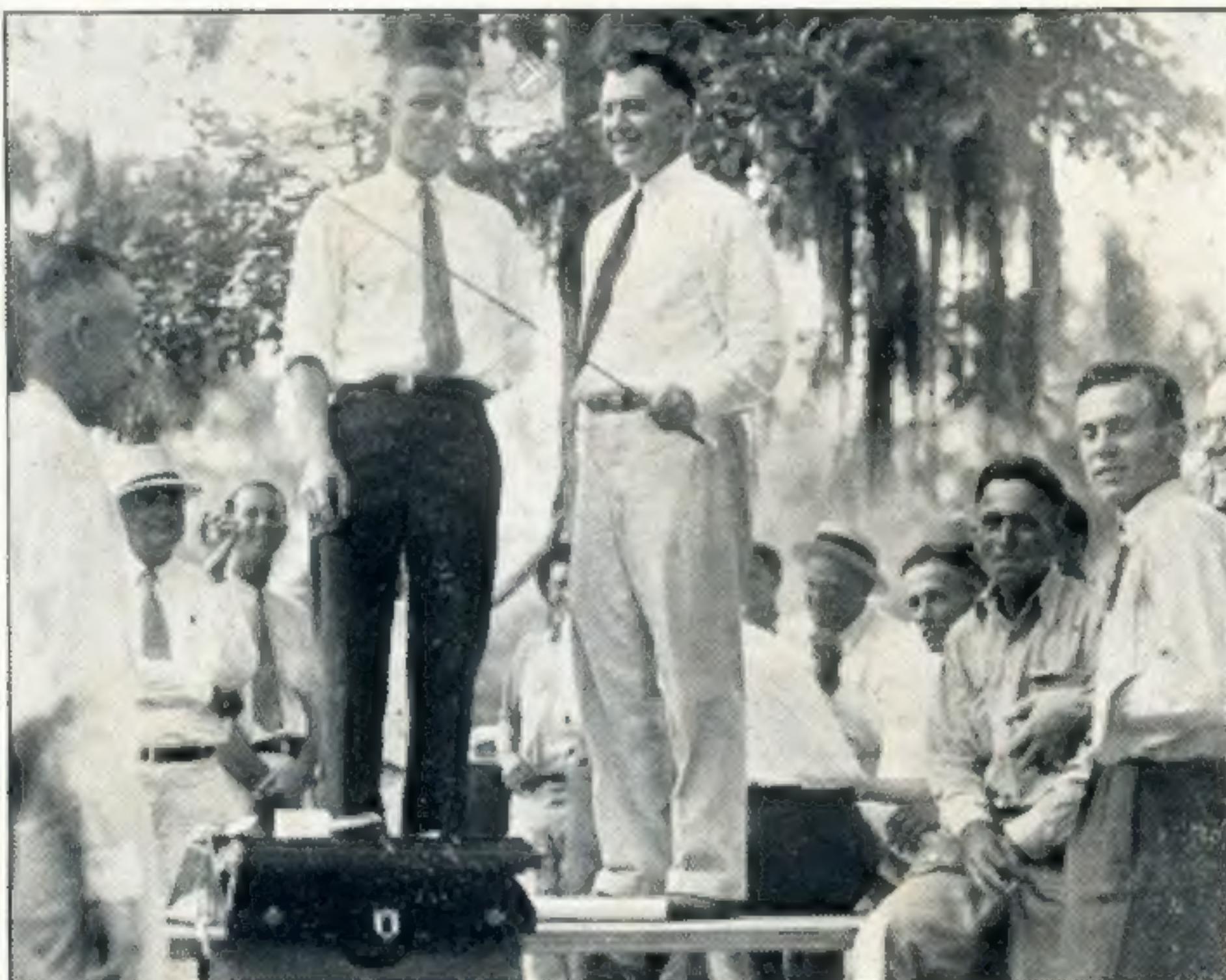
Merchandise sales for the months of April and May soared to new highs, April total reaching \$95,000 and May topping it by a good \$6,000, according to figures released by Vice President McChesney. The \$111,000 worth of merchandise sold in May is the largest amount ever sold by the company in any one month.

Credit for the majority of the enormous increase in sales during these two months goes to salesmen and other employees who helped put over the very successful Sweepstakes refrigerator campaign just closed. During April and May 1,023 refrigerators were sold, 639 being Monitor and Flatop boxes and 384 Lifetops. The dollar sales resulting from these refrigerators amounted to approximately \$164,600 of the two months' total of \$206,000.

The sale of 270 ranges made up for better than \$20,000 of the amount and the balance consisted of small appliances and miscellaneous merchandise sales.

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A stag barbecue the evening of June 3rd, gave the Louisiana division employees and a few Beaumont representatives an opportunity to say goodbye to their vice president and friend, Hal C. Leonard, and welcome his successor, John G. True.

Under the beautiful trees on the banks of the Calcasieu river, at the Homer Kirkwood Camp, games were enjoyed and a delicious meal served. "The boys" chose this occasion to present Mr. Leonard with a handsome rod and reel and completely equipped fishing box, in appreciation of his fine leadership.

# Jasper p. ... dresses

## ◆ benefit association in good condition

Membership in the Employees' Benevolent Association has now reached the 600 mark. A large number of claims for sickness and operations have been taken care of, which costs reached rather large proportions, yet the association finances are in an exceptionally healthy condition.

## ◆ thanks employees

Employees are glad to learn of the improved condition of Mrs. C. S. Gray, who was injured in a recent automobile accident.

Mrs. Gray is the sister of Miss Ada Shaddock of the accounting department, and she and her family wish to express to employees appreciation for their kindness during her illness.

## ◆ to Pete McChesney

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did much more than build load in the Gulf States territory. There is hardly an employee who has not at some time or another been benefited from some thoughtful act, some word of encouragement, or some helpful suggestion from Pete McChesney. He is one of those to whom people bring their troubles because he has that rare sense of sympathy and understanding that makes problems vanish into thin air. From this department have gone many men to other Stone & Webster companies, touched with his enthusiasm and trained with his rigorous yet intelligent methods, and each one has acquitted himself with credit. The power contracts he helped to negotiate will expire; the ranges and refrigerators he sold will some day wear out; but the helpful influence he leaves on a host of friends both inside and outside this Company will certainly become brighter as the years go on.

Pete McChesney is taking no fortune away with him to his new activity, but he is certainly taking away something even more valuable—the love, respect and good wishes of many loving friends. To him and his sweet family, God speed, and a world of wishes for everything in the years to come.

The Jasper office and plant are with "newness", all because of the constantly growing residential load, which made an expansion program necessary. A 200 KW generator, transferred from Jennings, was installed and a new engine room built to house it. A new cooling tower was also built and new oil purifying equipment installed. The new additions left the old building looking bad, so it was repaired, a new roof placed over the whole building, and all repainted.

Jasper's domestic load has increased to 1,079 kw-h per home customer, placing it among the "high five" properties of the company, only four other properties having over 1000. Because of its remoteness from the transmission system, for the present at least, it was necessary to keep this plant operating as a separate unit, and for this reason, when the load increased, additional generating equipment had to be installed.

## ◆ salesmen have supper and meeting

The Beaumont, Port Arthur and Liberty groups of towns celebrated the company's record-breaking sales for April-May with a delightful supper at Neches Station on June 11th, prepared by the home economists.

The crowd showed appreciation for the delicious meal by singing several catchy songs, after which a somewhat informal and enjoyable sales meeting followed, with Mr. Parker Allen in charge. There were a number of visitors from other departments of Beaumont and Port Arthur to help congratulate the boys on the splendid job accomplished.

Speaking for Mr. McChesney, Fred Johnson thanked the boys for the part they played in putting over the Sweepstakes and in pushing the sales total "over the top" of all previous records. Treasurer "Hap" Faber stressed the importance of correct meter readings and good collections. Benjamin Stagg, trainer of the winning Sweepstakes stable, read a letter of congratulations and thanks from Owner Brauning to his "jockeys". Julius DeBouy and James Linnehan, the new and past "owners" of the Beaumont boys, vied with each other over the leadership of this division. The final conclusion was that no matter what appliances are sold, after all it's the "KWH on the line" that counts.

# we forget . Safety!

## Y MEETINGS

In keeping with our resolution for concentration on "Safety" for 1936, at least once each month employee safety meetings are held in the different divisions on specified dates and where there is a line crew, a brief get-together on safety problems starts EACH DAY off with reminders on the practices of safety.

The division employee meetings are not only open to all who wish to attend but at least one representative of each department is requested to be present. The prone pressure method of resuscitation is one of the primary factors in every meeting.

Safety suggestion boxes, (padlocked), have been placed in convenient places and every employee is urged to offer suggestions. If at all possible, some action will be taken on each suggestion to correct the hazard reported.

## WATCH OUT FOR VACATION ACCIDENTS

Now that vacation time is here, thousands of children of the school age, not responsible for their own acts, are released to be daily thrown in our midst, and it is our duty as citizens to help protect them.

The fact that 37,000 deaths resulted from automobile accidents in 1935 should be sufficient urge to prompt all of us who drive cars, either on company business or personal, to so operate them at all times to avoid injuring ourselves or anyone else.

Long vacation trips will be taken during the next few months, as well as week-end fishing, swimming and other recreation trips. Before we permit ourselves to drive our personal cars, we should check to see that they are in safe operating condition.

## BE CAREFUL WITH YOUR BODY

We are advised by health authorities to be exceptionally careful with respect to swimming holes, snake bites, drinking water, proper clothing and proper food during the hot summer months.

## THIS MEANS YOU!

The above suggestions should be kept in mind during this time of the year. We are striving to reduce accidents of every kind to a minimum and we want your help. Don't expect next-door-neighbor George to be cautious—it's up to YOU and ME!

Thank you for your cooperation; it may save your life as well as many others.

Your Safety Director,  
J. T. Reidy.



I'D LIKE TO have an opportunity of the hundreds of men and Company:

"Thank you for the good work you have done in sales work. Without your efforts, we have attained the success we have." In a thousand ways you have made a difference, particularly in the field of insurance, acceptance has quickly followed.

"Mr. Riegel, my success in selling ranges will find a force of hundreds of men who are under other payroll classifications."

"It's like leaving home and getting back at least for occasional visits. I'm leaving behind."

## July-August campaign planned

The months of July and August will be devoted principally to selling ranges, water heaters and roasters. The first five months' sales figures show that only 599 out of 1500 ranges bogied for the year have been sold. The same proportion is true of water heaters as only 254 were sold by May 31st, out of 700 bogied.

# here and there around the company



ty to say this personally to each women of Gulf States Utilities

er, in you have given those of full cooperation we could not be attained in our load building have rendered invaluable service merchandise sales where customer employee acceptance.

or, is indeed fortunate for he loyal salesmen, most of whom

to leave Gulf States. I hope to visit with the many fine friends

P. E. M. Schowengerdt

It is planned to take advantage of the next two hot months with the "cool kitchen" idea, and a campaign based on this theme will be conducted, using the same five divisions of the properties as in the refrigerator campaign just closed. This will include a "baseball" set-up with "managers", "captains" and "hitters". Attractive merchandise prizes will be offered to stimulate sales in an effort to get the bulk of the major appliance boggies out of the way, so that the last 4 months may be given over to rounding off the job for the year.

## in Beaumont

### ACCOUNTING DEPARTMENT

E. D. Gipson, formerly with the El Paso Electric Company, will become a new member of the accounting department within the next few days.

W. D. McGraw, former assistant chief clerk, who is now pastor of the Nazarene church at Corpus Christi, dropped by for a visit with old friends while enroute to a Young Peoples' convention in Kansas City.

Vacations are in full swing what with the hot weather upon us. The Eddie Bode's spent two weeks in San Antonio and Navasota; F. R. Yeatman went to his home in Lake Charles; Emmie Cockrill to Liberty; Shirley Laughman to San Antonio and Austin; Elmer Engman to Washington, D. C.; Thelma Davis to Washington, Indiana, to be with her family; H. C. Hansen to Mexico City. Others taking vacations but remaining in Beaumont are the Louis Maher's, E. V. Folsom, the W. L. Clements', F. R. Weller, Mrs. Cyntheal Gildart, W. T. Ricks, W. J. Campbell, and Ada Shaddock.

In the bookkeeping department Fletabel Denton started the vacations by going to Dallas and Troup, Texas. Ralph Russell spent his two weeks in Nacogdoches. Elmer West, after being transferred from commercial department, is vacationing in Boston and with his family in Abington, Mass.

J. R. Peckham is relieving cashiers in Navasota division during their vacations.

New Employees: Jo Vaughan, first floor; Lloyd Clement, third floor.

Transfers: Lucy Evans to cashier's desk from switchboard; Bob Cooper from third to first floor.

### STENOGRAPHIC DEPARTMENT

Welcome to Jeanette Gilbert and Gwendolyn Youse, on the switchboard; Ray Pace, the new office messenger.

Jimmie Dyke, now on a vacation in Austin, will be transferred to the billing department on his return.

Vacations: Opal Mauldin to Center, Texas, and Shreveport, La. Frances Emmer to Newark, N. J., with several interesting trips to New York, and a stop by Washington, D. C., for a visit with our former co-worker Elsie Murray. Frances says "Elsie is happy in her new work and sends hello to all her friends."

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## ing pstakers

E. Braunig - Ben Stagg "jockeys", of the Sweepstakes contest, were salesmen from the smaller properties around Beaumont. They finished the "race" with 124.5% of their bogie made. The Port Arthur boys, led by their "owner and trainer" Thorne and DeCuir, "placed" in this race with 118.7%, with the Merriam-Johnson "jockeys", from Navasota, "showing" with 115.6%. The Louisiana salesmen were under the leadership of Mr. Leonard with Mattingly - Sherman as trainers, and although they came out fourth in the race based on percentage of bogie, they actually sold more refrigerators than any other division. Beaumont salesmen were led by Mr. Linnehan, and Trainer Bishop, finishing fifth in the race. It seemed that they were busy selling ranges in which field they led by a wide margin.

### AMONG THE "TOP TEN"



At the top left is Ellis Taylor, a Braunig jockey, champion rider of the Sweepstakes, who finished with 268%; top right, W. C. Sadler, Navasota, who placed with 253.8%; at center right, Marcus Andrews, also of the Navasota stable, who came in third of all the jockeys, with 200% of bogie; lower left, Charlie Waller, Navasota, fifth with 175%; and lower right, "Doc" Charlton of the Beaumont group, who was seventh to finish and had a percentage of 166.7.

Others among the "Top Ten" jockeys are Paul Baker, of Port Arthur, fourth, Nathan Gray, Beaumont group, sixth, Charlie Drennan, Navasota, eighth, L. J. Johnston and Luke Levesque, Port Arthur, who tied for the last two places among the high men.

While everyone in the contest helped make the 105% of bogie reached by the company in the sweepstakes campaign, these men out of the group of 59 salesmen did outstanding work.

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## Henry and Cowser resign

### accounting department gives farewell party

The resignations of Egbert Henry and Joyce Cowser came with a shock to employees of the accounting department, as announced by J. H. Linnehan, for whom they have been employed for the past several years.

Mr. Henry's resignation was effective June 22nd, at which time he went to El Paso to take up new accounting duties with the El Paso Electric Company, in a position similar to the one he held with our company. Mrs. Henry and their two sons, plan to join him later, after a visit with relatives in Navasota and Huntsville.

Mr. Cowser's resignation becomes effective July 1, when he leaves to accept a position with the Department of Electricity of the Tennessee Valley Authorities, as assistant commercial field representative, and will be located at Chattanooga, Tenn.

Mr. Henry came with the company back in 1927 as cashier and district representative in the Madisonville office, going to Conroe and then to Beaumont, where he did auditing and ice analysis work which took him around the various properties. Since then he has worked in billing and general accounting in the Beaumont office. He has been a member of the company's ball club for about 8 years and has served as secretary-treasurer of the Employees' Benevolent Association for the past 18 months.

Mr. Cowser started in the construction department in 1928, when the company was extending transmission lines to the Navasota division properties. After this work was completed, he was transferred into the Beaumont office in 1930, to do supply accounting in the stores department, which took him around the properties inventorying merchandise and supplies. He has always been active in company social affairs, playing "Santa Claus" at Christmas trees, and injecting fun and entertainment at company golf tournaments and banquets.

Both of these men were very popular among the employees and were entertained with a farewell "dutch" supper at Neches station assembly room the evening of June 17, by members of the accounting, billing, stenographic and other departments, at which time each was presented with a beautiful parting gift. All their friends expressed regret at their leaving but wished them success in their new fields.

# here and there

Continued from page 7

## PURCHASING DEPARTMENT

Vacations: Izene Rouse to visit her aunt in Groveton.

## POWER SALES

The Dick Reeves motored to Las Cruces, New Mexico, for a vacation.

## BILLING DEPARTMENT

Dorothy White vacationed in and around Corpus Christi, Mission, Texas, and over the border into old Mexico.

Mumps has been making the rounds—first, Helene Heller; then just as she returns—Bernice Sterling goes down. Those who haven't had 'em but still expect to get 'em are Agnes Sumerall and H. P. Robicheaux himself!

## STATISTICAL DEPARTMENT

W. H. Caswell underwent an operation recently and is now in Hotel Dieu. He will be removed to his home soon but it will be several weeks before he expects to be about again.

H. H. Welch is temporarily working at the Meter Department on records.

J. DeBouy and R. O. Jackson have gone in for strenuous tennis every day. Why? For love of the game or perhaps to protect that "youthful waistline."

## COMMERCIAL DEPARTMENT

Vacations—Bobbie LeBlanc to San Antonio. Mary Lena Nall to visit family in Dallas and Waxahachie. Frances Ferguson to visit her son in Kerrville; L. M. Wright, fishing around Beaumont; the Edwin Fox's to Reading, Pa.

Elizabeth Golemon has resigned in favor of "dishwashing for two" instead of writing service orders for hundreds. Elizabeth has been with the company for a number of years, and although, "we miss Elizabeth" is expressed by all employees with whom she worked, we're glad she is enjoying the things she likes best.

Louise Kelley was transferred from the bookkeeping department to take over Elizabeth's work.

Other transfers: Jack Connaughton, from cashier's desk to "D. R."; Connie Winburn to "D. R.", with Jimmie Crabb from billing department now compiling figures for the sales department.

Bennie Stagg, who was at home for a few days recovering from a recent tonsilectomy, underwent another operation, and it will be some weeks before he will be about again.

## DISTRIBUTION DEPARTMENT

The H. E. Braunig's have enjoyed a delightful vacation visiting the J. E. Murray's, at Rockford, Ill., driving on to St. Louis, Chicago

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# night di

## chapter 11 "we driv

It's just as true as can be that when people get expert at anything they're apt to be getting careless about it, and that's what we have to look out for when driving our car. For instance, we recently heard a group of engineers discussing night driving, and one thing they kept talking about was "over-driving our headlights."

Now that term seems to be a common one with them, but it's new to most of us.

What they mean is that the distance we can see clearly by headlights is, of course, limited, and that we are apt to let our car speeds get beyond the point where we could easily stop within that limited distance. It's true that we naturally tend to go a little slower at night. But if we aren't careful we gradually get going faster than we realize, and that may get us into trouble. You see, momentum, the same force that tries to keep us from making turns safely; that cuts all kinds of capers on slippery roads . . . never sleeps! He works on the same old principles night and day. Darkness doesn't hinder him, but it does hinder us.

Most modern headlights are pretty wonderful lights, but after all they don't give us the distance or clarity of vision that daylight does. So, on considerably shorter notice than in the daytime a vehicle or pedestrian can come out of the darkness. Almost before we know it we may have to slow down or stop for someone or something on the road . . . perhaps one of those big powerful trucks that you barely see till you're right up on them; or a car whose tail-light has gone out . . . an unexpected curve, or what not.

And that's where we meet up with momentum again. You see, stopping isn't the one simple action we always thought it was. The truth is, we are told, that there are really THREE things we have to do to stop. First we have to think of stopping. Next we have to move one foot over on to the brake pedal. And then we have to push down on the brake pedal.

Now we might not believe it, but they tell us those first two steps take time. Less than a second, perhaps, but even in that instant momentum is carrying us on. In fact, at only 20 miles an hour the average driver goes 22 feet before he can even start to use the brakes. Then after he does get the brakes to working, it takes him another 21 feet or

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## and there

In page 9

points, before returning by way of the Centennial. The Murray's sent to all Gulf States friends, by the 5's and mentioned a broad hint to be fed in Christmas celebrations!

Loyd Knott will leave July 23 for New York City to work in the Stone & Webster office for about three months.

Congratulations to James Blankenship, Jr., who made his appearance in the Coltharp home on May 25th.

Vacations: Kirby Jones to Fort Sam Houston training camp. J. O. Potts to California and Boulder Dam, Colorado. W. E. (Shorty) Herrin to Mississippi. Charlie Ingraham to Michigan.

Floyd R. Smith was transferred to Distribution office from Navasota on June 1.

### PRODUCTION DEPARTMENT

Several transfers were made recently from outside plants to Neches station: S. J. Jett, from Navasota; I. J. Teal, from Liberty; and H. C. Zabriskie, from Pt. Arthur.

New arrival! Miss Jane Rachel was born to the W. S. Simonds' on April 6th. Mr. Simonds is employed at Neches station.

E. F. Webb, formerly operator at Neches station, was in town the early part of the month to move his family to El Paso where he has accepted a new position in the Rio Grande station of the El Paso Electric Company.

H. B. Beadle, formerly fireman at Neches station, is now watch engineer in the Rio Grande plant.

H. J. Ripple, electrician at Neches station, resigned to accept a similar position with the Baton Rouge Electric Company.

## from Pt. Arthur

Bernice Trahan has resigned her position in the Port Arthur office and announces that on June 23, her marriage to Mr. Milford Long will take place.

J. D. "Pop" Jordon was married on Wednesday, June 18th to Miss Sadie Lumsden, of Columbia, Tenn.

Friends of both couples wish them luck and happiness.

Vacations: Elizabeth Hagy, to Houston, San Antonio and the Centennial in Dallas; the Dick Eddleman's to Dallas; the F. T. Peveto's to Juarez, Mexico; Mrs. B. B. Jones to Dallas; Virginia McInnis to Arkansas; Paul Baker to his home in Silsbee and around Beaumont; E. L. Hegwood vacationed in and around Port Arthur.

## from Navasota

The company boys at Navasota have organized a soft ball team, and are playing other local teams. So far, they've had "lots of fun".

Vacations: R. B. Cash, Normangee, to Arizona and California. T. S. Walker, Alvin, to Florida. Pete Simon, Navasota, to Dallas for Centennial celebrations. Several cashiers vacationing, being relieved by J. R. Peckham, are H. C. Smith, Conroe, Mary Scott, Groveton, Emery Barrett, Calvert, Pete Allphin, Navasota.

## ◆ from Louisiana

Vacations: Phil Allen, accounting department, to San Diego, Calif. Ed Shea, distribution department, visiting around state of Virginia. R. B. (Red) Putnam, accounting department, to Dallas, for Centennial. Olaf Jacobsen, sales department, to Richmond, Va., Philadelphia, Pa., and Washington, D. C. John Mattingly to New Orleans. Harvey Brown, sales department, remained in Lake Charles.

## ◆ attend state convention

"Widening the horizon for women" was the theme of the annual state convention of the Business and Professional Women's Club, held in Houston on June 4, 5 and 6, attended by Mary Lilyerstrom, Ray Ridley, Ruth Wilbanks, Estelle Taylor of Beaumont, and Frances Trott of Port Arthur. Several of these girls have held state offices in this organization and report a splendid convention in Houston.

## ◆ new record --

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"The Sweepstakes was by far the most successful campaign ever conducted by the company," said Mr. McChesney, in commenting on the outcome. "The bogies were large and it took hard work to reach them. We made 105%, thanks to the efforts of salesmen, the co-operation of all employees connected with the sales work, and those from other departments who entered wholeheartedly into this campaign to work and to win."

Counting the refrigerators added to the line through the Sweepstakes, and also dealer sales, on June 1st, we had reached a saturation of home customers of 46.5%. On September 1 of last year, we had 42.6%, but in the meantime have added 2,537 more home customers.

## night driving

Continued from page 9

more to stop completely, even with brakes in good condition and with good tires, under favorable road conditions. At least so we are told by a great safety organization which has made intensive study of drivers and driving conditions.

The important thing to realize is that distance needed to stop increases a great deal as we increase our speed.

We just have to remember that when we're moving along in a car, we think by the foot, act by the foot and stop by the foot . . . and that if we aren't careful, it's pretty easy to get going faster than is really safe.

Now, just as engineers have told us how to operate in safety with our own lights, many experienced drivers have pointed out how to avoid trouble from other people's lights. They say that all we have to do, when passing other cars at night, is to stop looking at their lights and watch the right-hand side of the road.

If we keep our eye on that, and stay just as close to it as we should, we won't have to worry about getting too close to the other fellow, and his lights won't be in our eyes at all.

And, of course, we will remember that how our own headlights affect other drivers on the road has a lot to do with both their safety and ours. So it's important to switch to a passing beam or lower beam whenever another car comes in sight.

The truth of the matter is that night driving can be just as pleasant and just as safe as day driving. But we do have to be just a little more alert, a little more careful, and a little more considerate of other drivers.

## Louis F. Riegel

Continued from page 3

position he held until May of 1922, when he was made sales agent of this company. In September, 1925, he was made sales manager of the Virginia Railway & Power Company, and in April, 1927 was appointed to his present position.

During his stay in Richmond, Mr. Riegel has taken an active part in civic affairs and in the civic club life of the community, being a member of the Kiwanis Club, of which he was Vice President last year, and also a member of the Hermitage and Westmoreland Clubs. He is a charter member, and was at one time president of the Electrical League of Richmond, which he helped to organize, and has also taken an active part in the work of other similar leagues throughout the territory served by his company.

Mr. Riegel, with his wife and three sons, will move to Beaumont within the next few days to take up his new work.

## sweeps

Continued

### PORT ARTHUR HIGH

Left to right—Paul Baker, L. J. and Luke Levesque, Port Arthur jockeys finished in the succession shown for stable and also were among the "Top jockeys of the Sweepstakes.



30 OR MORE EACH



Here are four of the eight jockeys who made 30 or more sales each: Top, left—Lamoyne Goodwin, who sold 43 G.E.'s and finished as runner up on total credits; right—Frank Smith, who got 37 sales. Lower left—V. S. Dugas, 37 sales. All three are of the Leonard stable. On

the lower right is Ike Daniel, of the Beaumont group, who closed 34 sales.

Jockey Taylor, of course, closed the most sales, having 59 to his credit at the end of the contest. Marcus Andrews brought in 36 sales, T. O. Charlton, 35, and W. C. Sadler 33. These men are pictured with the "Top Ten" group.

## married

Estelle Pipkin and Ed Kennedy were married on Saturday morning, June 20th, at her home, with only relatives and close friends present. Their honeymoon is to be spent at Dallas at the Centennial.

For a number of years, Estelle has been secretary to Mr. Braunig, and her friends all over the country wish her happiness.

# Association

1 page 2

from various employees' minds. These were made to take care of doctor bills, medical expenses and operations which would have otherwise been a hardship on those involved. Thirty employees borrowed to pay bills which would have affected their credit ratings, twenty-two to liquidate pressing bank notes and loan agency debts. Several of these last mentioned had found themselves in the clutches of loan sharks and the union proved an escape from their unmerciful charges.

## INSURANCE PAID, AUTOMOBILES REPAIRED

Five employees were in a "tight" when insurance came due and borrowed to keep their policies from lapsing. Two automobiles were needing repairs, another a new tire, and loans took care of them. While one member found that he needed new furniture, another wanted a radio; both got better prices by paying cash with credit union loans.

## VACATIONS MADE HAPPY

It is always hard to find the extra money to take "the wife and kids" off for a week or so for that much needed vacation but that is where the Union comes in. By borrowing the

For your information we present the figures of the Financial Statement showing the results of operation since organization, April 1, 1936 to May 31, 1936.

### ASSETS

Loans	\$6,495.50
Cash in Banks	536.56
	<hr/>
	\$7,032.06

### EXPENSES

Transf. to Reserve	\$ 60.75
Profit—For May	13.56
	<hr/>
	\$ 74.31

### STATISTICAL REPORT

Loans	No.	Amount
Made this Month	85	\$5,565.00
Repaid this Month		344.50
In force end of Month	98	6,495.50
Loans since organization	104	6,840.00

From a glance at the above figures it is evident that there is a real need for such an organization among our employees, and it is hoped that there will be a hundred percent membership.

"Hello, folks!"

cried Diane Robinson, about 10 o'clock Sunday night, June 21. Plain Talks joins company friends in congratulating the proud parents, "Vannie" and "Robin."

total necessary, and spreading it out over a few months' pay checks, 7 nice vacations have been made possible.

Three employees cleared their homes from back taxes with loans. Two could not afford needed repairs on their homes, but by borrowing to make them, they prevented further decay. One employee was moving, which entailed quite a bit of extra expense. Two had sons in college that needed money. One had to have car notes refinanced, while another owed attorney fees. One man wanted to make the down payment on a house and lot and another on a new car. One found a bargain in livestock which he wanted to take advantage of. One had a son graduating from college and one a son to go to summer camp. All of these various needs proved to be "provident" and "productive" purposes when investigated by the officers of the credit association and the loans were made to cover them.

Employees who have not yet become members, are asked to give thought and consideration to the many fine and helpful features offered by your credit association, and avail themselves of this service by becoming a member NOW. A minimum of \$1.00 per month will secure for you a dividend earning share and open the way to financial assistance in YOUR time of need. To apply for membership consult your department head or write to your Treasurer.

The following table shows the results of operation since organization, April 1, 1936 to May 31, 1936.

### LIABILITIES

Shares	\$6,940.25
Reserve for Bad Loans	83.50
Profit and Loss	8.31
	<hr/>
	\$7,032.06

### INCOME

Interest on Loans	\$ 13.56
Entrance Fees	60.75
	<hr/>
	74.31

### SHARES

Withdrawn this Month	None
Paid in this Month	\$2,895.00
Paid in since organization	6,940.25
Withdrawn since organization	None
New members this Month	No. 102
Total Members end of month	417
Total members since organization	417

### RECORD DAILY KWH OUTPUT

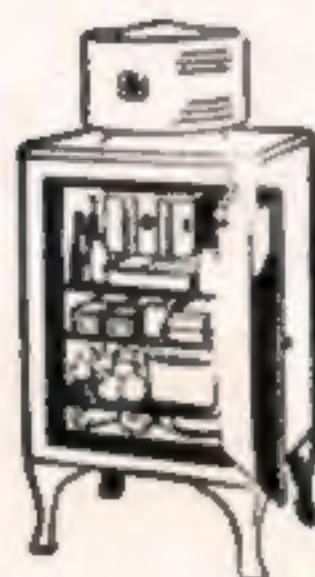
The highest daily kilowatt hour output yet reached by the Gulf States entire system was 1,116,103, on Monday, June 22.



THREE WAYS TO

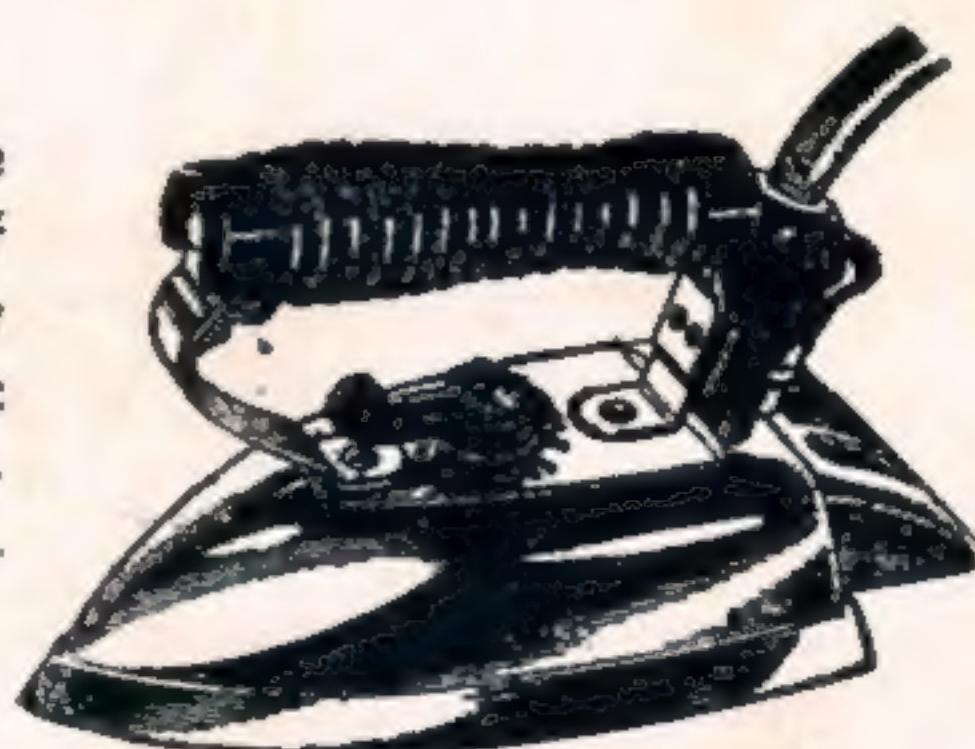
## BEAT THE HEAT

Summer time is a good time to talk-up G. E. Refrigerators to your friends. Remind them about frozen desserts and cooling summer drinks. Tell them about the food savings and easier meal planning they can expect.



With a little persuasion, Fans should sell to "beat the band." There's a size and price to meet every need. Remember, too, there's a new "Upright Fan" that stands up out of the way. It costs little more than regular models.

And don't forget to tell about the limited time trade-in offer of \$1.00 on any old Iron on a new \$5.95 Westinghouse Adjustomatic or any other model priced regularly at \$4.00 or more. 50c trade-in on Irons under \$4.00.



# PLAY BALL



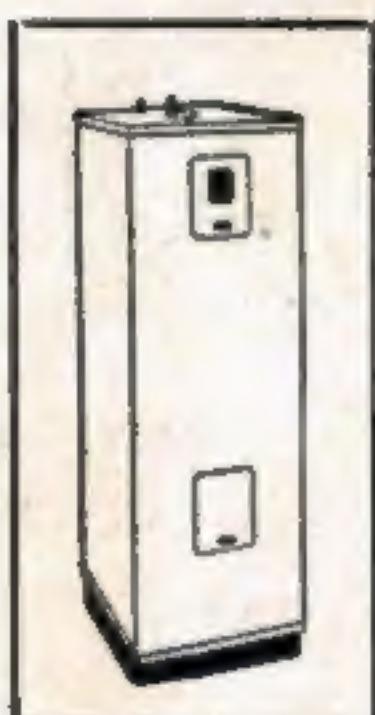
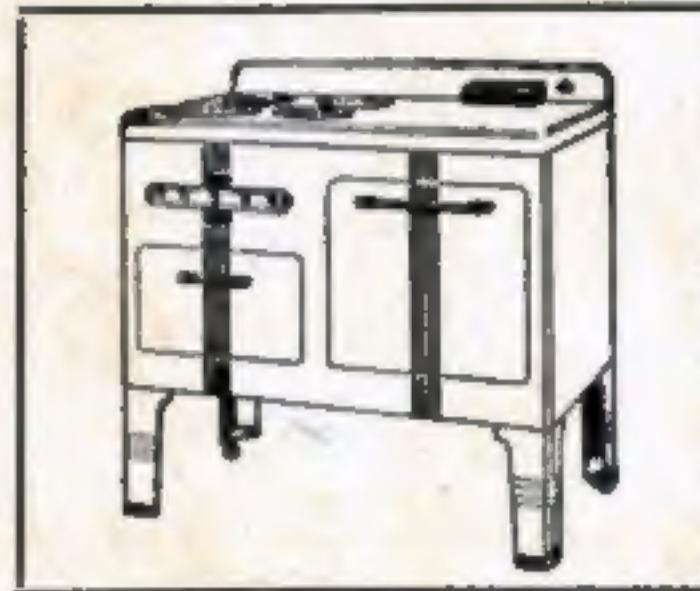
WITH RANGES, WATER HEATERS AND ROASTERS... JUL.-AUG.

"Kool Kitchen" salesmen  
Are up to bat.  
"They'll play the game,  
You bet your hat!"

But there is plenty  
We all can do  
To win the game,  
And this means you.

If you've a friend,  
A friend in need  
Of kitchen comfort,  
Show some speed.

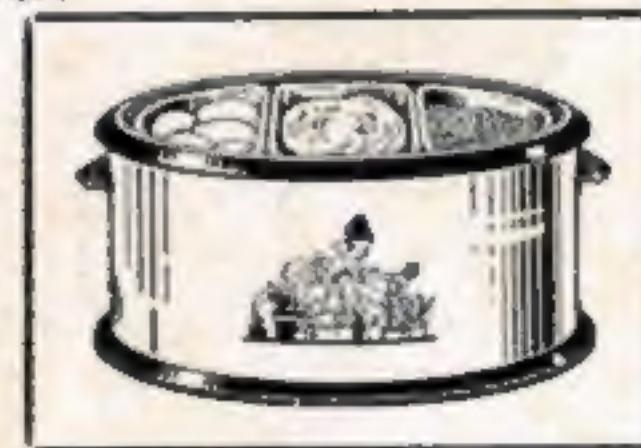
Tell her how  
The Electric Way  
Keeps her cool . .  
Gives time to play.



It cooks the food  
And not the cook;  
It heats the water  
And not the nook.

There is no soot  
Or dirt to scour,  
Keeps her fresh  
As from a shower.

Turn in the name,  
If she'll buy . . fine!  
More K. W. H.  
Upon the line.



Together we stand,  
Divided we fall—  
Let's get together  
And all "play ball"!

